

IFOAM EU – Making Europe More Organic

*4th International Summit on Organic Agriculture Policy
Goesan County, South Korea
September 19th , 2019*

Eduardo Cuoco, IFOAM EU Director



What do we want to achieve?

Further agro-industrial intensification...



...or transition to agroecological intensification...



EU Food and Farming Policies

...with a big impact on organic operators

Research & innovation

Horizon 2020
European Innovation
Partnerships
Hosting TPOrganics

GMOs

Coexistence
Seed threshold
GMO approval

CAP & rural development

Organic regulations

EU regulation review
Greenhouse, poultry, feed &
processing implementing rules
Organic Regulation 834/07

Animal welfare & health

EU labels

Organic label
Eco-label
Quality schemes and
promotion programmes

Environmental policies

7th Environmental action plan
Soil Directive
Water Blueprint
Biodiversity EU 2020 Strategy
Sustainable Consumption

Climate change

Food safety

Hygiene Legislation
Food/Feed control
Pesticide registration

Promotion policy

How to build an advocacy strategy?

Context
(mega-trend
analysys)

SWOT
Analysis

Power
Analysis

Find Allies
and build
coalitions

- Find the Critical Path: Define the steps to reach its objective in a given timeframe



What's the context?

Growing political challenges



Food and agriculture is key to achieve SDGs



Growing socio-economic challenges

Source — Eurostat



Land concentration goes hand in hand with job losses

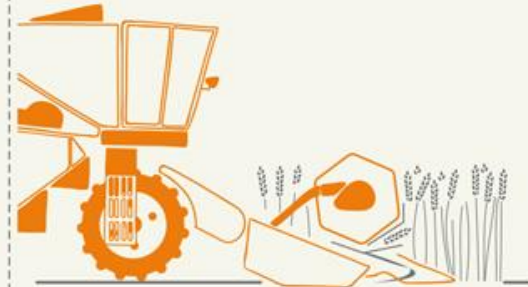
325,000

full time equivalent agricultural jobs disappear every year in the EU

Europe has lost a quarter of its farmers, 3.8 million people, in less than 10 years



Farm closures and land concentration mean a loss of jobs, of food security, of economic fabric and of social connections in many rural communities.



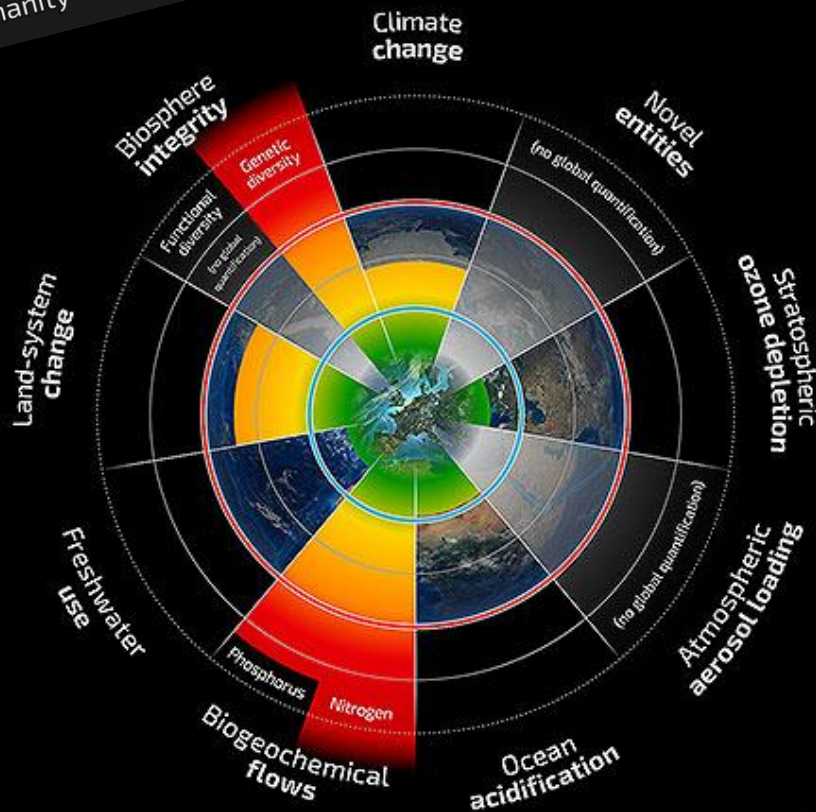
Infographics by Access To Land — www.accesstoland.eu — March 2017 — Creative Commons

Graphic design — Camille Lucas



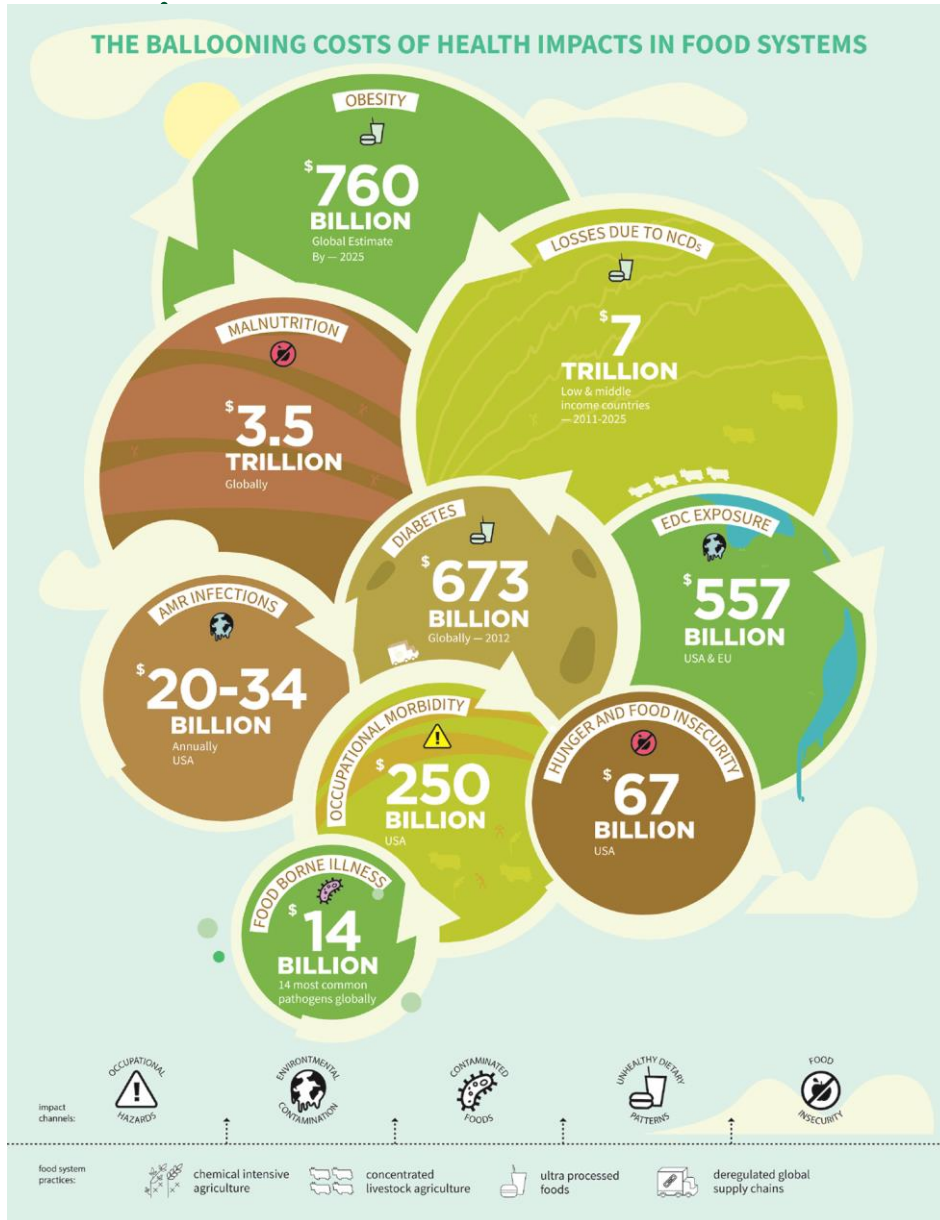
Growing environmental challenges

Planetary Boundaries
A safe operating space for humanity



Source: The Stockholm Resilience Centre, 2015. Planetary Boundaries

Growing health and well-being challenges



IMPACT CHANNEL 1 OCCUPATIONAL HAZARDS

Physical and mental health impacts suffered by farmers, agricultural labourers, and other food chain workers as a result of exposure to health risks in the field/factory/place of work. **People get sick because they work under unhealthy conditions.**



IMPACT CHANNEL 2 ENVIRONMENTAL CONTAMINATION

Health impacts arising via the exposure of whole populations to contaminated environments "downstream" of food production, through pollution of soil, air, and water resources or exposure to livestock-based pathogens. **People get sick because of contaminants in the water, soil, or air.**



IMPACT CHANNEL 3 CONTAMINATED, UNSAFE, AND ALTERED FOODS

Illnesses arising from the ingestion of foods containing various pathogens (i.e., foodborne disease) and risks arising from compositionally altered and novel foods. **People get sick because specific foods they eat are unsafe for consumption.**



IMPACT CHANNEL 4 UNHEALTHY DIETARY PATTERNS

Impacts occurring through consumption of specific foods or groups of foods with problematic health profiles. These impacts affect people directly through their dietary habits, as shaped by the food environment. **People get sick because they have unhealthy diets.**



IMPACT CHANNEL 5 FOOD INSECURITY

Impacts occurring through insufficient or precarious access to food that is culturally acceptable and nutritious. **People get sick because they can't access adequate, acceptable food at all times.**

Source: IPES-Food. 2017. Unravelling the Food–Health Nexus: Addressing practices, political economy, and power relations to build healthier food systems. The Global Alliance for the Future of Food and IPES-Food – Available at: https://futureoffood.org/wp-content/uploads/2017/10/FoodHealthNexus_Full-Report_FINAL.pdf

SWOT

Identifying Strengths, Weaknesses, Opportunities and Threats

<p>Strengths</p> <ul style="list-style-type: none">● How does your reputation, experience in emergencies and history in the country strengthen ability to advocate in this situation?● Which are the most important capacities and resources available for advocacy?	<p>Weaknesses</p> <ul style="list-style-type: none">● What are the general disadvantages to undertaking a particular advocacy strategy?● Is there credible evidence to support an advocacy strategy?● What resource and capacity gaps for advocacy are there?● Is there sufficient leadership to support the desired advocacy message?● Are relationships with advocacy partners strong?
<p>Opportunities</p> <ul style="list-style-type: none">● What opportunities does your organisation (and potentially partners) face in carrying out a particular advocacy strategy?● How can your organisation's programming work benefit from an advocacy strategy?● What opportunities are available for disseminating advocacy messages and building advocacy alliances (eg. international conferences or meetings)?● What are the advantages of your organisation engaging in a particular advocacy exercise?● What programmes and activities would benefit from such advocacy?● Which relationships with partners would be strengthened by a particular advocacy strategy?	<p>Threats</p> <ul style="list-style-type: none">● Which relationships are at risk once an advocacy strategy is undertaken (eg. relations with national authorities)?● Which programmes or activities could potentially be jeopardised by poor advocacy strategy implementation?● What are any opponents doing?



Power Analysis

- Who can take the decisions necessary to reach your objective?
- In which forum and through which decision-making process can this decision be taken? (institutions, people and timing)
- What is the motivation of these persons? Who has influence over them?
- Identification of the actors and key stakeholders, and evaluation of their respective positions



Power Analysis (2)

- How can the decision-makers be brought to change (or maintain) their positions? Which strategy activities?
- Identify key moments and events (preferably external) that will be key moments of the strategy
- Identification of allies and opponents
- Identification of winners and losers (potential allies and opponents)
- Identification of obstacles – how to neutralize them? (incl. face-saving strategy)
- Where are the action points, Achilles's heels?



Find allies and build coalitions

Actors of lobbying in Brussels:

- NGOs: Ecologists, consumers, development NGOs
- Industry and professional organisations
- often enemies, sometimes partners (*strange bedfellows*)
- Other governments
- International Organisation (e.g. WTO complaint against the EU legislation on GMOs in 2003)



Know your ennemy

CORPORATE EUROPE OBSERVATORY

EXPOSING THE POWER OF CORPORATE LOBBYING IN THE EU

[Home](#) [Articles & News](#) [Reports](#) [Blogs](#) [Press releases](#) [Open letters](#)

[About](#) [Contact us](#)

Not about safer banks

SEPTEMBER 27, 2012 - 08:36 | [EU ECONOMIC GOVERNANCE](#)

The European banking union has been presented as a cure to the epidemic of bank collapses. Tougher supervision is to make sure we get the financial sector on track. But in the end, the ambitious new project looks more like a renewed push for a deeper single market. The banks themselves are happy.

[Continue reading](#)



Climate bombs called HFCs

SEPTEMBER 13, 2012 - 10:14 | [CLIMATE AND ENERGY](#)



Official complaint made re. inaccuracies in Transparency Register

SEPTEMBER 28, 2012 - 13:26 | [LOBBYCRACY](#)



[Rio+20](#)

[Climate and Energy](#)

[EU Economic Governance](#)

[Global Europe](#)

[Lobbycracy](#)

[Official complaint made re. inaccuracies in Transparency Register](#)

[After the first round of the expert groups battle](#)

[What was discussed during Commissioner Rehn's meetings with Goldman Sachs? Euro Commissioner has a transparency problem.](#)

[Commission must act to tackle business lobbyists in expert groups](#)

[ECB 'in denial' over G30 complaint](#)

[More on Lobbycracy](#)

[Revolving Doors](#)

[Agribusiness](#)

[EFSA](#)



Search





Know your ennemy

Techniques from the industry

- Deny the problem
- Gain time
- Unemployment blackmail (ex. BDI sur REACH= perte de 2,35 millions d'emplois en Allemagne; pour l'UIC -1,6% du PNB sur 10 ans (28 milliards))
- *Revolving doors*
- Bribe politicians

A few more tips

- Access the information
- Contacts – get out of your office!
- Access to documents procedures (get to know the political process)
- Build your scientific, technical and legal expertise
- *Get the facts right* and make sure your colleagues do too
- Investigate and produce reports
- Use figures
- Organise events and public debates
- *medium is message:*
 - Work with farmers/scientists and bring them to policy makers
 - Keep the link with the real world



Tips for effective communication

- Messages selected on the basis of the power analysis and your target audiences
- Do not use only words but also other types of activity (action/enforcement, documentation, educational, scientific, empowerment)
- Tell a story so as to push the target to act
- Use figures
- Use pictures



The KISS concept

Keep it straight and simple!









NI DANS MON ASSIETTE



NI DANS LES CHAMPS

2008 - VOTE DE LA LOI SUR LES OGM

J'exige que cette loi garantisse mon droit et ma liberté
à produire et à consommer sans OGM.

WWW.OGMDANGERS.ORG

Pétitions, modèle de lettre aux parlementaires et affiche à télécharger

IFOAM 10 YEARS
EU GROUP MAKING EUROPE
MORE ORGANIC

How do we feed a growing world population?



syngenta

IFOAM 10 YEARS
EU GROUP MAKING EUROPE
MORE ORGANIC



Push people to think and provoke your target

CHANCELLOR



PHILIP MORRIS

Unless urgent action is taken,
one billion people will die from tobacco use this century.
Support a strong tobacco treaty.
Don't allow the Framework Convention on Tobacco Control (FCTC)
to be weakened.



Unless urgent action is taken, one billion people will die from tobacco use this century.
Adopt the tobacco treaty without reservations.
Don't allow the Framework Convention on Tobacco Control (FCTC) to be weakened.
www.fctc.org

No controversy=zero impact



Social networks

Public mobilisation

- Faster spreading of information and mobilization
- Reduced attention span
- Nowadays strategy can be won thanks to the buzz of a well orchestrated viral communication (e.g. Greenpeace campaign against Mattel)
- Traditional mobilisation tools (protests, gatherings, petitions...)
- Empowerment



Final tips for effective advocacy

- Do not be arrogant
- Be transparent and honest
- Keep your word and commitments
- Be prepared – know what you're talking about, and what you want to say
- Clear and concise messages
- Credibility
- The devil is in the details
- Keep your sense of humor!



Don't Panic! The Future is Organic!

*Join IFOAM EU and help us in
Making Europe More Organic*

Thank you for your attention!

More information:

www.ifoam-eu.org

info@ifoam-eu.org